

CELEBRATING TOURISM LEADERS IN 2020

During what has been one of the most challenging years to date for the Scottish tourism industry, Women In Tourism today announce the 2020 Top 100 Women In Tourism. Following the inaugural Top 100 which was launched in 2018, today's announcement recognises not just individual achievements over the last year, but the combined passion which has supported the sector throughout 2020.

Reflecting a diverse industry which drives the Scottish economy and delivers the warm welcome which visitors from all over the world recognise and celebrate; the 2020 Top 100 includes those working within hotels, destination organisations, tour operators, marketing agencies and visitor attractions. During an unprecedented year, the Top 100 gives special recognition to those working on behalf of the Scottish tourism sector, including colleagues from the Scottish Tourism Alliance, the Association of Scottish Self Caterers, HIT Scotland and the Association of Scottish Visitor Attractions.

In ensuring the sector continues to be heard, Kate Nichols from Hospitality UK receives special recognition as the only addition to the list from outside Scotland. As a key voice of tourism and hospitality, Kate has worked tirelessly to ensure individuals and businesses are heard and continues to lobby on behalf of the industry.

Commenting on the 2020 Top 100 Women In Tourism:

Susan Russell, Chair of Women In Tourism, said: *"2020 has been an unprecedented year for not just tourism, but our way of life as we know it. Today's announcement gives us an opportunity to recognise colleagues across our industry who go above and beyond on a daily basis.*

The Top 100 reflects the sector as a whole – from Shetland to the Scottish Borders and the Outer Hebrides to Fife, and while we recognise the challenges facing our industry, today's announcement is an important moment to celebrate and thank everyone for all that they have done, and continue to do."

The inaugural Women In Tourism Top 100 was announced in July 2018 in response to the Caterer Magazine's Top 100 Most Powerful people in hospitality which recognised only 13 women. Sadly, many of those in the 2020 Top 100 are no longer in the roles attributed in the list due to the impacts of COVID-19.

For more information on Women In Tourism, please visit www.womenintourism.co.uk.

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NOTES TO EDITORS:

1. For more information, please contact
Susan Russell | susan@womenintourism.co.uk | 07914 846619
2. About Women In Tourism:
Women In Tourism launched as a membership [organisation](#) in March 2017. Annual membership costs £40.
3. Although some were nominated, none of the Women In Tourism Board are included within the 2020 Women In Tourism Top 100.